

# CHEMIST & DRUGGIST

the newswweekly for pharmacy

August 6, 1988

The success of our Teething Gel and Colic Drops has obviously gone to our heads



Infant Cradle Cap is a common enough occurrence but one that needn't be a problem.

Dentinox have introduced an everyday baby shampoo that's formulated to clear dry flaking areas of skin on the scalp.

Like all Dentinox products, it's gentle enough for even the youngest baby.

And with heavy colour page advertising throughout the mother and baby press, when it's head first, it has to be Dentinox.



Safe Baby Medicines from Dentinox

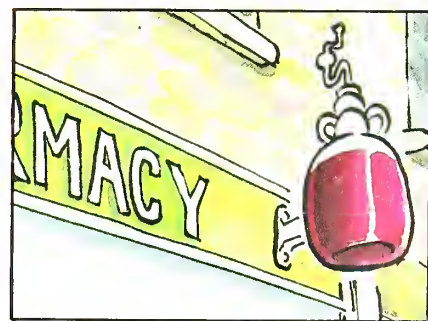
DDD Ltd., Watford, Herts WD1 7JJ.

## Crawley Down pharmacy plan rejected

## SK&F win appeal in 'export' case

## Kerfoot plan new antibiotic plant

## IPSF hears of pharmacists as educators



## Putting the fizz into pharmacy



# ONCE upon a Heinz

HERE they are. Six more Sweetcorn; Cheesy Pasta and examples of Heinz leadership in Tomato; Spaghetti Bolognese; the babyfood market. Cheese, Bacon and Egg; Spaghetti ALREADY we sell over 12 million Hoops and Sausage and Baked Strained Savoury Specials Beans and Bacon.

a year. Mums bought them because 3-9-month-old babies liked them. And as the babies grew, so did the demand. SO we made six



WE currently outsell our nearest competitor two to one\*. With the addition of this new range, you're six times more likely to profit.

new Junior varieties. Chicken and THAT should make you happy.

Happy ever after.



# CHEMIST & DRUGGIST

INCORPORATING  
RETAIL CHEMIST

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# COMMENT

The Health and Medicines Bill will empower regional health authorities to generate income — by establishing shops on hospital property and selling products and services, for example. It was only a matter of time before unit general managers started to think about means of taking advantage of this facility, and Boots last week revealed that they have been approached by "many health authorities" seeking the company's involvement in income generating schemes. While the initial reaction of many independent contractors may be indignant outrage that Big Brother has stolen a march on them, presumably by virtue of their marketing muscle, it is questionable whether the opening of a "chemist-type shop" in a hospital foyer will have much impact on community pharmacy. Hospital pharmacists have much more cause for concern, for it may be no accident that hospital managers have gone for a company with pharmaceutical experience and resources, rather than a CTN multiple, which might be expected to generate more business in a hospital location. Before speculating further it must be pointed out that Boots are at this stage only undertaking exploratory talks with some

RHAs. PSNC has been assured by the Department of Health that any proposed hospital-based retail pharmacy would be subject to the usual PPSC procedure. Furthermore a pharmacy would be unlikely to generate any extra income for the NHS globally, since the same number of FP10 forms would be dispensed by a larger number of pharmacies, something the Government is not too keen on.

But if out-patient dispensing were to be contracted out — and this is certainly being looked at — the matter falls outside FPC jurisdiction. Where does this leave hospital pharmacy? On the one hand it could release pharmacy staff for more ward and clinical pharmacy duties. On the other it could mean the larger hospital units are looking to divert resources into potentially more lucrative areas like the manufacture of infusion fluids. With the advantageous prices at which hospitals obtain their drugs, combined with low staff salaries, the profit line for any company contracting to do NHS business must be very fine. However, this is not to say there are not straightforward retail opportunities, in which case rather Boots than a drugstore.



# Hastie loses planning case in Crawley Down

Pharmacist Christine Hastie has lost the latest round of her two-year battle to open a pharmacy in the West Sussex village of Crawley Down. The local council turned down a planning application in the village last week.

Mrs Hastie, who in November 1986 won permission to open a pharmacy after the Secretary of State overturned a Rural Dispensing Committee decision against a pharmacy, had applied for a change of use of the ground

floor of a Victorian terraced house in Bowers Place, some 200 yards from the village medical centre.

But, despite its planning department having recommended approval, the Mid Sussex District Council turned down the application.

Doctors at the health centre have consistently claimed that their dispensary would have to close if Mrs Hastie opened a pharmacy, a suggestion which was taken up by villagers and local

councillors at two angry public meetings in the village last year.

Mrs Hastie contests the claim, and says that, under the one mile rule, the doctors would still have dispensing rights for at least 2,000 patients.

Mrs Hastie told *C&D* she will fight on, though her preliminary consent to dispense runs out on August 15. "The whole issue has clouded common sense," she said. It is uncertain what her next move will be.

## Opren: 40 more cases decided

Forty alleged victims of Opren who were dissatisfied with the assessed compensation offered by Eli Lilly have had their cases decided by arbitration in the High Court.

Mr Justice Hirst said last week he had upheld the assessors' awards in most of the 40 cases he had dealt with so far under the court arbitration procedure set up as part of Eli Lilly's £2.275m offer last December to the 1,300 alleged victims. In the rest of the cases he had increased the awards, mostly by between 20 and 50 per cent.

Claimants were offered an average of £2,000 each under the settlement if their injuries had been attributed by a doctor to the taking of Opren. Those who were not satisfied with their offers were invited to take advantage of the arbitration scheme.

Mr Justice Hirst said most of the claimants who had taken up the scheme claimed during the privately-held proceedings that Opren was to blame for their often very serious medical condition. "I have no doubt that each of these plaintiffs, many of whom are elderly and in bad health, truly believes that there is a connection. But unfortunately, in each such case, the evidence fell far short of satisfying me that, on the balance of probabilities, this belief was well-founded," he said.

The judge, who still has four cases to decide, fixed August 31 as the deadline for anyone not satisfied with his decision to apply for an oral hearing where further argument, but no new evidence, could be heard.

He repeated his comments at earlier Opren hearings that the assessors and the court were obliged to base their awards on damages established by legal precedent. Critics should remember that only Parliament could change them, he said.

## PATA increases RPM success

The Proprietary Articles Trade Association says it is having increased success in action against those breaking resale price maintenance rules.

In its 92nd annual report covering 1987, the Association reports that 216 cases out of 256 drawn to its attention were successfully resolved, with the remainder subject to further action. This represents an 84.4 per cent success rate, up from 80 per cent in 1986.

The number of cases reported was up 5.3 per cent, which PATA says is not necessarily due to a growth in offenders, more that the Association has been more active in motivating community pharmacists towards reporting all

price-cutting activity.

This trend has been matched with an upward swing in manufacturer members availing themselves of PATA expertise in dealing with cases, the report says.

## NI's HPA

Northern Ireland is to get its own Health Promotion Agency along the lines of the Health Education Authority in England. The new agency will spearhead the battle against heart disease in the Province, as well as encouraging other beneficial lifestyle changes.

## 'Health' claims scrutinised

Claims made for health and beauty products are to be scrutinised by trading standards and environmental health officers in the coming months.

A sampling operation has begun in a campaign to investigate claims made for products such as slimming aids and anti-ageing creams. The products are to be obtained from a range of suppliers and sent off for expert analysis.

Chris Newham, assistant head of consumer services in Croydon, one of two London boroughs leading the operation, told *C&D* the whole process is likely to take around 18 months to complete.

While the campaign is to concentrate on the more "dubious" sources of supply, Mr Newham said that samples will also be taken from pharmacies. He said that the fact that chemists are seen as reputable suppliers meant that they would be expected to take extra care to ensure the things they sell are safe and live up to claims made for them. Pharmacists could run into trouble if, for example, they put up their own signs making exaggerated claims about products. They may also be liable to prosecution if they sell goods which, through no fault of their own, contravene the law but for which they cannot identify a supplier.

Any legal action the trading standards or environmental health officers may eventually take could bring fines of up to £2,000 or up to two years imprisonment for those found responsible.

## Nov 1 debut for Clarke

Mr Kenneth Clarke, the Health Secretary, will reply to questions in the Commons on November 1.

It will be the first time a Cabinet Minister heading a separate Ministry of Health has answered questions from the Treasury bench for more than 20 years.



Vantage members, Vestric employees and Rotarians in Newark, Notts, joined forces for a sponsored attack on an army assault course to raise £10,000 for charity recently. Six Vestric teams were entered: pictured above are Graham Morrish (second right) a proprietor pharmacist, with his team (left to right): Linda Astbury (staff pharmacist, Newark General Hospital), Anne Reynolds (pharmacy assistant), and extreme right John Reynolds (retail pharmacist)



# Staff at Royal Liverpool meet to discuss Boots

Negotiations between the local health authority and Boots over the possibility of a new pharmacy on hospital premises were the subject of a meeting of all pharmacy staff at the Royal Liverpool Hospital as *C&D* went to press.

*C&D* understands that staff have been kept in the dark over the preliminary negotiations between the authority and the company.

Principal pharmacist David Crome told *C&D* that he and district pharmaceutical officer Phil Deeks had agreed on the meeting so that the matter could be discussed in "more detail".

# Celltech win £3m AIDS contract

Celltech have won a £3m contract from the United States to provide AIDS virus antigens and antibodies for research.

The contract runs over five years with continuous delivery of material which is to be used in an AIDS research programme being co-ordinated by the National Institute of Allergy and Infectious Diseases, part of the American government's National Institutes of Health.

The Institute is trying to build a repository of AIDS research and reference reagents including antigens specific to different forms of HIV virus. These materials will then be available for research work around the world.

Under the contract Celltech will be expressing genes for AIDS antigens in their proprietary mammalian cell expression system using Chinese hamster ovary cells. They will also be working on raising monoclonal antibodies to the antigens. The amounts to be produced will be small.

In the longer term the company says it will be involved in scaling up expression of the antigens using bulk fermentation and it is possible that microbial expression of antigens will be undertaken. But Celltech say they will not be handling the AIDS virus itself, only genetic material.



"Hellow, RDC? We've got bandits at six o'clock and you want to mediate?"

# SK&F win £157,000 'export' damages

Smith Kline and French Laboratories were last week awarded £157,000 damages against the former managing director of a company who deceived them over plans to build up international sales of Tagamet.

Three Appeal Court judges allowed SK&F's appeal against a High Court ruling that they were not entitled to damages.

The damages were awarded against Mr David Long, of Adelaide Crescent, Hove, East Sussex, for misrepresentation in connection with supplies of Tagamet. His company, Swift Exports Ltd, went into liquidation about six years ago.

SK&F had told the court that it had supplied some 16,800 packs of 500 Tagamet tablets to Swift Exports at £56.65 per 500 rather than the normal £63.45, because Mr Long had falsely led them to believe they would be sold in Central Africa.

At the time of Mr Long's initial approach in Autumn 1979, SK&F's sales in Central Africa were "negligible" and the company was anxious to exploit the potential market.

SK&F's claim was based on £114,000 for the difference between the £56.65 and the normal price and a further £157,000 for unpaid goods supplied on credit which they had failed to recover after Swift went into liquidation.

Allowing SK&F's appeal to the extent of £157,000, Lord Justice Slade, sitting with Lord Justices Croom-Johnson and Ralph Gibson, said Mr Long's deceit had permanently deprived

SK&F of their goods. The firm was entitled to be recompensed at the market value — the figure at which they had sold the packs to Swift Exports.

The judges reversed the March decision of Mr Justice Whitford, who ruled that SK&F had not suffered any loss as a result of Mr Long's deceit. Mr Long was refused leave to appeal but he is considering petitioning the Law Lords. The Court of Appeal granted Mr Long's application that their order be stayed pending any appeal.

□ SmithKline's US market value has tumbled nearly 20 per cent since the chairman, Mr Henry Wendt, indicated that sales of Tagamet have been falling steadily, to as much as 30 per cent below the \$1bn level of 1987.

# Self help as good as drugs?

Self help and psychological treatments appear to have been equally effective as drug treatment in helping patients with neurotic disorders, according to results from a study at Mapperly Hospital in Nottingham.

Two hundred and ten psychiatric outpatients with generalised anxiety disorder or panic disorder or dysthymic disorder were allocated to diazepam (28 patients), dothiepin (28), placebo (28), cognitive and behaviour therapy (84) or a self help programme (42). Therapy lasted for six weeks.

Diazepam was founded to be the least effective of the treatments while cognitive and behavioural therapy, self help and dothiepin were found to have similar efficacy.

# Scottish ZD additions

The following items have been added to the nil discount list in Scotland from July 1.

Alternative medicines/homoeopathic products (Cantassium/Lamberts/Nelson/Weleda)  
Borderline substance foods (not ACBS listed)  
Cesamet capsules (Lilly)  
Covermark products ACBS listed (Charles Fox)  
Dermocolor products ACBS listed (Steiffel)  
Eye drops (Hospital special formulae)  
Furamide tablets (Boots)  
Geistlich Sons Ltd products  
Immunoglobulin injections — Gammabulin (Immuno)

— Kabiglobulin (Kabivtrum)  
— Gammimune-N (Cutler)  
— Intraglobulin (Biotest Folex)  
HSL Catarrh vaccine (Harley Street Labs)  
Interferon injections — Intron-A (Kirby-Warrick)  
Roferon-A (Roche)  
Wellferon (Wellcome)  
Isador injection (Weleda)  
Keromask products ACBS listed (Innox)  
Sandimmun oral solution and infusion (Sandoz)  
Somatonorm injection 4IU (Kabivtrum)  
Ticar injection/infusion (Beecham)

***"So if I wait until the Autumn to join UniChem, I could 'lose' 200 shares?"***

*"Yes – and that's 200 times the eventual share price in 1990 which, on the current predicted value prepared by a leading stockbroker\*, works out at over £2,200, assuming the Members vote for the conversion and flotation takes place.*

***"But I own three pharmacies – how many shares will I start off with?"***

*"If you join now, you will get 1000 shares if it is run as one business (or 1200 if each pharmacy already operates as a separate company) at £1 each. So eventually, with every share potentially worth £12 or more in 1990, your initial holding alone could be valued at more than £14,400!"*

***"...and I can still get more?"***

*"Of course, that's the real opportunity. At present, the Directors intend to allocate FOUR MILLION extra shares between now and 1990, pro-rata to Members spending on average £7,000 or more each month. The more you are able to spend with UniChem, the more shares you are likely to get!"*

***"But won't four million extra shares reduce the value of each share?"***

*"The 1990 predicted valuation has already taken all these extra shares into account. Membership of UniChem really does have its advantages, doesn't it?"*

## **Join UniChem Today**

This advertisement has been issued by UniChem Limited ("the Society") in order to promote its scheme for the increase by Members of their shareholding in the Society. It has been approved by Phillips & Drew Securities Limited which provides corporate finance services to the Society. If you are in any doubt about the implications of the Share Scheme you are recommended to obtain the advice of your investment advisers.

Under the Society's rules the shares may not currently be transferred or sold to any third party. The shares will only become transferable if the Society is converted into a Public Limited Company following an appropriate resolution of the Members in General Meeting.

***\*Full details of the scheme and the basis of valuation are set out in UniChem's updated document "Heralding The Next Era".***

***The Director's proposal to reduce the initial allocation of shares is subject to the approval of Members at a future general meeting.***



# ABPI renews call for Europe-wide patent protection

A renewed call for the British Government to take the lead in a European initiative to restore "adequate patent cover" for new medicines has come from Mr David Godfrey, president of the Association of the British Pharmaceutical Industry.

In the foreword to the ABPI's annual report 1987-88, published this week, Mr Godfrey says the industry is simply seeking a restoration of the period lost during "unavoidably long" development programmes. "We are not asking for more protection than is given to the inventor of a new mouse-trap, for example," Mr Godfrey says.

"Today, by the time a new medicine reaches the market, usually more than half of the 20 years of patent protection has ticked away due to the safety tests and regulatory reviews that are demanded."

Mr Godfrey says the UK must not act in isolation; other European countries must do likewise. "I appeal to the British Government to take a lead and try to persuade our partners in Europe to effect the necessary legislation."

□ In the report, the ABPI notes that exports in 1987 were again a record, despite adverse factors like the decline of the dollar. At

£1,621m, sales were up 6 per cent.

However, a sharp increase in imports, up 15 per cent, with a "sharply accentuated" trend towards finished goods, meant a small reduction in the trade surplus, to £834.5m. As a contribution to the UK balance of payments, the ABPI notes that pharmaceuticals ranked second.

## Mac's £250 BPC prize

Macarthy Medical are presenting a £250 prize to the best student presenters from the University of Strathclyde at the British Pharmaceutical Conference in Aberdeen in September.

The award is intended to cover the conference expenses of the winning presenters. Conference science chairman and professor of pharmacy at the University of Strathclyde John Midgley will make the award.

## Breastfeeding numbers: slight decline in 1985

There has been no improvement in the number of mothers who start breastfeeding after having a baby, and in some groups of mothers the number of "starts" has even declined, according to a new survey.

The Office of Population Censuses and Surveys' third report on infant feeding practice "Infant Feeding 1985" reveals that 64 per cent of mothers were, in 1985, breastfeeding for some time, a decline of one point from the 1980 figure.

Among the mothers of first babies, the number has declined from 74 per cent to 69 per cent and in mothers who left school aged 16 or less from 65 per cent to 58 per cent.

The report also reveals that there has been little change in breastfeeding duration since 1980, with only half of all babies breastfed for as long as two weeks, and only a quarter for four months or more.

The report suggests that although breastfeeding may have reached its maximum among higher social class mothers at around 85 per cent, "there is ample scope to encourage other mothers, but they will need advice and support".

The OPCS have also determined that certain practices are more likely to lead to breastfeeding being ignored totally, or abandoned quickly. The giving of infant formula in the first week is associated with ceasing to breastfeed within two weeks and mothers likely to stop

breastfeeding early are those who do not put the baby to the breast within the first few hours of life.

Among the other key points in the report are the observation that the "welcome trend" away from very early weaning, seen up to 1980, continued in 1985, but bottle-feeding mothers start to wean their baby earlier.

And over 80 per cent of the 7,000 mothers questioned said that more facilities for changing and feeding babies should be provided in shops, restaurants and other public places.

Announcing the publication of the report, Health Under-Secretary Mrs Edwina Currie said: "The new breastfeeding initiative, which the National Childbirth Trust Breastfeeding Promotion Group, La Leche League, and Association of Breastfeeding Mothers are launching in October with Government support, is a direct response to this survey. The next survey, in 1990, will tell us how well we are doing in persuading mothers that breast is best, for them and their babies."

□ "Keep your baby safe" and "Keep them safe" are two new booklets published jointly by the Department of Trade and Industry and the Child Accident Prevention Trust giving information on the safe use of nursery goods and child safety equipment.

Both give warnings about common causes of accidents. Copies can be obtained from local Health Education Units.



Chairman of the National Association of Pharmaceutical Distributors Douglas Low joined up with South African Professional Hugh Baiocchi at a recent Gleneagles pro-am day. Sponsored by Countercall, Mr Low, with a handicap of 13, finished 5 under par, competing with 53 pro-am teams from all over the country prior to the Scottish Open. Pictured here with him are his caddy and purchasing manager Alan Kerr and Countercall's key accounts and area manager for Scotland Chris McGill. Countercall also had a hospitality marquee at the Open

### PSNI COUNCIL

## Milupa recall brings concern at PSNI

A lack of communication with pharmacists following the limited withdrawal of Milupa products last month has brought calls for a re-examination of recall procedures in Northern Ireland.

At the Pharmaceutical Society of Northern Ireland's July Council meeting, it was reported that a number of complaints had been received from members who had apparently been ignored during the recall. Concern was expressed that a more efficient recall system should be set up so that pharmacists would not be embarrassed by being informed by their customers.

Pesticides Miss Watson drew the attention of the meeting to the Control of Pesticides Regulations (Northern Ireland) 1987, which

came into effect on January 1 this year. From August 1 a certificate of competence recognised by the Department of Agriculture is required by anyone who stores (for the purpose of sale or supply) or sells or supplies pesticides approved for use in agriculture, horticulture and forestry.

The Secretary will shortly circulate to all registered pharmacies information on obtaining this certification. Registrations Garth James Newberry, 5 Glenor Crescent, Carryduff, was registered under the reciprocal agreement which exists between Great Britain and Northern Ireland.

Miss Siobhan Reid, 6 Whinney Hill, Lisburn, co Antrim, was registered as a student.



## MMR advice sent to pharmacists

The Department of Health expects most supplies of the new measles, mumps and rubella (MMR) vaccine to be purchased and distributed through health authorities. But if pharmacists do receive prescriptions, they should seek supplies through the normal channels, according to a letter from the Government's chief pharmacist Dr Brian Wills, sent out to contractors this week.

The MMR vaccine will replace the single antigen measles vaccine from October 1, with the aim of very high uptake to eliminate measles, mumps and rubella, and hence congenital rubella syndrome.

Vaccination between one and two years for both sexes is envisaged, or later if missed then. Rubella vaccination for girls aged 10 to 14 and for non-immune women before pregnancy and after delivery will continue.

A product licence for the vaccine has been granted to Smith, Kline & French Laboratories, though further sources are expected to become available. The product is supplied in single dose vials and the Department of Health says it is unlikely a multidose form will be available initially.

A leaflet and poster campaign by the Health Education Authority will coincide with the launch.

## Patch help for smokers?

Alza Corporation and Merrell Dow Pharmaceuticals in the United States are joining forces to develop a transdermal delivery system for nicotine which is hoped will help people stop smoking.

The nicotine skin patch is currently undergoing clinical evaluation, say Alza. A new drug application is to be filed with the US Food and Drug Administration when the clinical studies are completed and, subject to approval, it is expected a commercial product will be launched by Merrell Dow in the early 1990's under a royalty-bearing licence from Alza.

Alza have also filed new drug applications for transdermal presentations of testosterone for hormonal replacement, and fentanyl for treatment of acute post-operative and chronic cancer pain.

# TOPICAL REFLECTIONS

by Xrayser

## Red Letter Day

Because I am a fairly regular contributor to this magazine I have always worked on the assumption that if there were perks to be had I might as well have them. But alas, having got wise to my mercenary nature, the lads at the office just laugh at my innocent requests for a "complimentary" copy of the *C&D Directory* every year. "Essential for my writing," I suggest.

So how I chortled when in the post came a beautiful new publication — the "*Chemist & Druggist Reference Book 1988-9*" ....Free! "We've won," I thought, imagining it was specially for me... And so it is, but for you as well. We must congratulate *C&D* and the NPA for the best directory for community pharmacy we've seen. A super reference to the things which daily concern any contractor. I've no doubt at all it will become an essential part of our daily work in much the same way as the "Book" ....the *C&D Price List*.

## Sunday appeal

I wake up late on Sundays as a rule, but this week, despite a late late night out, I heard a good deal of the early morning religious programme including an appeal for a drug abuser's rehabilitation fund.

As it happens I already have some commitment in this field and tend to keep my contributions to known local schemes. Yet although I know the cause is good I found myself suddenly irritated beyond reason as the programme explained that the Government funded most of the cost, but the appeal was for a top-up.

The source of my irritation lay in the news last week of the arrest of a major ring of drug suppliers whose personal assets run into many millions which, if the



case be proved against them, should automatically be stripped and passed directly to the agencies trying to clean up the mess they created. And quickly. There are times when justice should be summary.

## Amiable?

You will remember I wrote with anger about what I considered the two-faced policy of the Ames Company Division of Miles regarding the marketing of their Glucometer 11... £5 off the published trade price, direct to the public?

I've had a belated letter from their systems manager Dr Martin making some feeble excuses for past actions, but recognising the new NHS availability of blood glucose test strips has changed the scenario. He suggests Ames "have already established a system to ensure the pharmacist is able to sell the Glucometer 11 with appropriate margins".

I can't understand them. If they take the trouble to write to me, why have they omitted telling me what their marvellous terms are going to be?

## Patient records

Do you remember last week I was telling you what a good guy I was, keeping full records of scripts for nursing homes etc? Well, guess who's been put in his place?

I have just had the new owner of my most valued account throw me out because he didn't want me duplicating records, and besides that he was going to transfer the work to another chemist because he would give a better deal!

It's a while since I've been sacked. I don't like it at all, particularly as in this case I saw my work as part of the caring role. But while I am sorry to lose contact with my old patients, as I must, I am growing apprehensive too about the way in which the establishment is going to be run...



# Strepsils

## 30<sup>th</sup> Anniversary Competition



Anniversaries are a special time for families to celebrate years of happiness and caring. Strepsils, the No.1 sore throat medicine from Crookes Healthcare, know all about caring and this year they are celebrating their 30th anniversary. This summer Crookes Healthcare are offering all counter assistants celebrating their wedding anniversary a chance to win a fabulous array of prizes in our 'Wedding Anniversary Competition'.

### THE PRIZES are as follows:

*First Prize*

Our lucky first prize winner will receive a stunning 3 row Majorica black and cream pearl necklace with a gold plated oval clasp and a pair of 18 carat gold plated cream pearl clip-on earrings.

*Second Prize*

The second prize winner will receive a beautiful 2 row Majorica cream pearl necklace with pretty sterling silver button and clip-on earrings.

### Rules

Prizes must be accepted as offered  
There can be no alternative award, cash or otherwise  
The competition is open to all pharmacy assistants  
Please send a stamped address envelope with your entry for the return of any pictures  
Please note that although we will endeavour to return all pictures no responsibility can be taken for any loss or damage to photographs  
The judges decision is final  
Entry implies acceptance of the rules as final and legally binding  
Closing date for the competition is August 31st

### Entry Form

All you have to do is write to us sending a picture of your wedding day and another one of you and your husband today.

Then complete the following sentence in not more than 15 words.

Our marriage is still No. 1 after \_\_\_\_\_ years together because \_\_\_\_\_

The judges will be looking for the most original phrase.

Name \_\_\_\_\_

Store Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please fill in the coupon, attach the picture and stamped address envelope and send to:  
Blackburn Willett Associates, 6 Northfields Prospect, Northfields, London SW18

# Strepsils



# SCRIPT SPECIALS

## Nalorex

Du Pont have introduced Nalorex, containing naltrexone, an orally active opioid antagonist that is structurally similar to naloxone with a longer duration of action.

Nalorex is recommended as adjunctive therapy to prevent relapse in patients dependent on opioids. It works by blocking subjective and objective responses produced by long term opioid use, extinguishes drug-seeking behaviour and maintains abstinence by diminishing craving. **Manufacturer** Du Pont (UK) Ltd, Wedgwood Way, Stevenage, Herts SG1 4QN

**Description** Pale orange mottled, flat bevelled edge tablets, scored on one side, containing 50mg naltrexone hydrochloride

**Uses** Adjunctive prophylactic therapy in the maintenance of detoxified formerly opioid-dependent patients

**Administration** Treatment should be initiated in a drug addiction centre. Initial dose is 25mg followed by 50mg daily. To improve compliance, a thrice weekly schedule may be used. Patients should have been opioid-free for a minimum of 7-10 days

**Contraindications** Current dependence on opioids, acute hepatitis or liver failure

**Warnings** Liver function tests should be done before and during treatment. Withdrawal syndrome may be precipitated in opioid-dependent patients with signs and symptoms developing within five minutes and lasting up to 48 hours, therefore challenge with naloxone is recommended, see Data Sheet for procedure. Avoid concomitant administration with an opioid-containing medication.

**Precautions** Impaired liver or kidney disease

**Side effects** Include difficulty in sleeping, anxiety, nervousness,

abdominal pain, nausea and vomiting, rash and chest pains  
**Supply restrictions**

**Prescription only**  
**Packs** Amber glass bottles of 50 tablets (£79.49 trade).

**Product Licence** 4524/0006  
**Issued** August 88

## Beta-Adalat and Tenif

Stuart Pharmaceuticals and Bayer UK are the latest two companies to embark on a dual launch of the same product with two different brand names.

The companies have combined 50mg atenolol with 20mg nifedipine in a sustained release formulation to produce the new products Tenif (Stuart) and Beta-Adalat (Bayer). As Stuart describe, Tenif (or Beta-Adalat) has a dual, complementary action targetted at the two major contributors to blood pressure — atenolol to reduce cardiac output and nifedipine to reduce peripheral resistance. Stuart say the complementary action of these compounds appears to help reduce the vasodilator effects sometimes seen when nifedipine is used alone.

Among the benefits claimed for the combination are that it reduces blood pressure more effectively than either agent used alone, it reduces the vasodilator side-effects such as flushing and sweating sometimes associated with nifedipine, and it helps compliance — Tenif and Beta-Adalat are once daily dosages.

Both Tenif and Beta-Adalat are presented as reddish brown capsules. Tenif are printed with the name and the Stuart logo, Beta-Adalat with their name and the Bayer cross. The products are indicated for hypertension where

therapy with either a calcium channel blocker or a beta-blocker is inadequate. Dosage is one capsule a day increased to twice a day if necessary. Patients can be transferred from other treatments with the exception of clonidine (see Data Sheet). Contraindications, precautions, side-effects etc as for Teromin and Adalat.

Tenif and Beta-Adalat are available in calendar packs of 28 (£10.90 trade). **Product Licences:** Tenif 0029/0202; Beta-Adalat 0010/0155. **Stuart Pharmaceuticals Ltd.** Tel: 0625 535999. **Bayer UK Ltd.** Tel: 0635 39000.

## Mantadine

Mantadine, a new brand of amantadine hydrochloride, has been introduced by Du Pont, who say they originally developed the drug in the USA.

Mantadine is indicated for the treatment of Parkinson's disease and *Herpes zoster* or in the prevention and treatment of infections caused by influenza A virus strains. It is available as red, soft gelatin capsules of 100mg amantadine, in bottles of 100 (£14.70) and blister packs of 14 (£2.05, both prices trade). **Du Pont (UK) Ltd.** Tel: 0438 734549.

## BRIEFS

**Mono-Cedocard** 10mg tablets are now available in packs of 60 (£3.77 trade), say **Tillotts Laboratories.** Tel: 0727 50561.

**Cox's** flucloxacillin capsules 250mg and 500mg will be marked "FM" and "FN" respectively, as well as "Cox". **Cox Pharmaceuticals Ltd.** Tel: 0271 75001.

**Nitoman** (tetrabenazine) 25mg tablets will be available in packs of 120 (£5.59 trade) replacing the 500 tablet packs. **Roche Products Ltd.** Tel: 0707 328128.

**Nubain injection** is now approved for use in children. An initial dose of up to 0.3mg/kg intravenously, subcutaneously or intramuscularly should be administered, which may be repeated once or twice as necessary. **Du Pont (UK) Ltd.** Tel: 0438 734549.

**Scholl** say the following NHS hosiery are now available in the "extra large" sizes: — Duofine: below knee (honey) £8.30, thigh length (honey) £9.70; New Nylastik: below knee £5.00, thigh

length £5.50; New sheer softgrip: below knee £7.30, thigh both length (both honey and sand) £8.20; Mens support hose: below knee (black and brown) £7.30 (all prices trade). **Scholl Consumer Products Ltd.** Tel: 01-253 2030.

**Bencard** are discontinuing the tablet and syrup presentations of Juvel, and the product licenses, which expire on August 31, are not being renewed. The two lines should therefore not be sold after that date. Pharmacists holding unopened packs should telephone the customer services department before September 2 regarding credit. Prodexin and Vitavel are also being discontinued but the product licenses retained, allowing continued sale. **Bencard.** Tel: 01-560 5151.

**Lofric self lubricating urinary nelaton catheters** are available on prescription from Astra Meditec in three types: Nelaton male (sizes CH8-CH24); female (sizes CH8-CH18); and paediatric (sizes CH8 and CH10). All are available in single (£1.10) and five unit (£4.80) packs. **Astra Meditec Ltd.** Tel: 0453 833377.

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- Elastic Band Trusses
- Jock Straps ● Athletic Slips
- Stockinette Bandages D.T.

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# Of course their hair looks good, it's costing us £4 million.



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To see just how good we look, watch out for our two new commercials.

They'll be on air from August.

If you'd like your sales to look as good, make sure you've got enough Finesse on your shelves.



HELENE  
CURTIS



**Food  
Brokers  
Limited**

Food Brokers Ltd., Food Broker House, Northarbour Road, North Harbour, Portsmouth, Hampshire PO6 3TD. Telephone: 0705 219900.



# COUNTERPOINTS

Jeyes hope to persuade the average British family to undertake what they call a "radical change to the personal hygiene regime" with the introduction of Moists wet toilet tissue wipes.

One in four Europeans now use similar after-toilet products on a daily basis, says Martyn Bromley, Jeyes sales director. He feels that Moists will give chemists a chance to make greater inroads into the toilet tissue market as it "identifies with their product profile and takes up little space".

Moists will be packed in a 70 wipe foil-sealed plastic container, with a dispenser and will be available from September. The standard product will retail at around £2 with the camomile product at an average 10p more.

Refills will be available at around 15p cheaper than dispenser packs, and trial packs containing 15 sheets will also be

## Jeyes introduce Moists wet toilet wipes



available at £0.39.

Jeyes are predicting sales worth over £10m in the first year, and up to £25m after five years. And they say that in two years

they have spent £100,000 in UK consumer research on product acceptance, packaging and price.

The company has planned a £2m promotional support

campaign for Moists, including a £1m advertising campaign in the womens Press which breaks in September. This will incorporate money-off-next-purchase coupons, and a series of in store demonstrations is also being planned.

Advertising includes a photograph of a naked family taken from the "rear" together with Jeyes' "European road sign" of a toilet roll alongside a pack of Moists. In addition, Jeyes are embarking on a campaign to educate and create awareness among potential users.

The product is being manufactured in Germany by Hakle GmbH and is widely distributed on the Continent.

"This is a new sector and we could expect our enthusiasm to be received with some scepticism. However, everyone sees Moists as the missing link in personal hygiene" says Mr Bromley. Jeyes UK Ltd. Tel: 0842 4567.

# YOU CAN'T RECOMMEND A

## NUROFEN

A BREAKTHROUGH IN PAIN RELIEF



THE QUEEN'S AWARD FOR  
TECHNOLOGICAL ACHIEVEMENT  
THE RESEARCH DEPARTMENT  
THE BOOTS COMPANY



## Mood therapy from Potters

Potter & Moore hope their new toiletries range, called Mood Therapy, will take them into an untapped market sector.

The new products are based on aromatherapy and contain essential oils intended to evoke various moods.

There are three ranges — Water Nymph, Earth Infant and Fire Maiden. Each consists of five products: a bath preparation, a fragranced body product, perfume atomiser, room spray and soaps. Retail prices vary from £5.95 for the soaps and room sprays to £6.95 for other products. They are to be available from September through existing Potter & Moore stockists — department stores, Boots and some independent chemists.

Marketing manager, Shan Fisher, told *C&D* that initially the range would be restricted to some 200 independent pharmacies. Other Potter & Moore products sell through around 600 independents, she said.

Support for the new range will be mainly through sampling and advertorials. There is to be a stand for use in-store as well as shelf edgers. *Potter & Moore*. Tel: 0733 76266.



## E45 — for special skin

Crookes have introduced Wash E45, only the second line extension to E45 in 35 years.

Wash E45 is a moisturised washing cream for dry, sensitive and irritated skin. It contains 82 per cent mineral oils and 5 per cent zinc oxide in a soapless base, and is applied to dry skin, massaged in and then rinsed with warm water. For bath or shower use, the wash cream is applied all over the body and then rinsed before immersing in water. But it

does make the bath slippery after use. It is also suitable for washing more serious dry skin conditions such as dermatitis, eczema, ichthyosis and psoriasis.

Wash E45 is packed in 150ml white pvc bottles (£2.49) and the launch will be supported with a £250,000 advertising campaign in the women's Press. Trial sachets will be included with 1.5 million 50g cartons of E45 cream. *Crookes Healthcare Ltd*. Tel: 0602 507431.

## Matey bubbles over

Nicholas are launching a "milder and bubblier" formulation of Matey in August with brighter packaging and wide promotional support.

The new pack (£3.00, around £0.80) plays to the existing strengths of the Matey character, but reflects the new formula with bubblier graphics and friendlier character representation, say Nicholas.

Brand support is by television and cinema advertising as well as through the sponsorship of the "Matey water safety scheme" currently being run by swimming pools and schools throughout the country. Nicholas Laboratories are also offering extra-fill and long-pack cash and carry promotions for retail benefits. *Nicholas Laboratories Ltd*. Tel: 0753 23971.

*Duracell* are supporting their £3m network television campaign with a radio promotion in the Lancashire area throughout August. The company says it is about to announce a further major spend on television advertising for the period running up to Christmas. *Duracell (UK) Ltd*. Tel: 0293 517527.

# MORE EFFECTIVE PAINKILLER

**In the last eighteen years, ibuprofen has brought pain relief to millions. Originally, as a prescription-only painkiller. And in the last five years, over the counter through pharmacies as Nurofen.**

**Nurofen is now recommended by more pharmacists than any other analgesic brand.**

**It contains only ibuprofen. And clinical studies have proved it to be generally superior to both aspirin and paracetamol, in the treatment of mild to moderate pain.**

**Compared with aspirin, it is gentler on the stomach.**

**Unlike paracetamol, and codeine, it is effective in reducing inflammation.**

**Finally, Nurofen is the only OTC analgesic which carries The Queen's Award for Technological Achievement.**

**This was awarded to the Research Department of our parent company for the development of ibuprofen.**

**With such a distinguished commendation, Nurofen is one painkiller you can recommend with the utmost confidence.**



**Behind the best names**



# Sterling Health goes for top OTC slot

**Sterling Health have seen major changes in the last eight months. It began last October with the amalgamation of Sterling Health, WinPharm (the pharmacy-only division) and Sterwin Medicines into one company — Sterling Health — which now encompasses all of Sterling-Winthrop's OTC healthcare consumer business. New senior company appointments followed and earlier this year the company set out its new objective: to be the acknowledged champion of the OTC healthcare market.**

"Sterling Health is expert in OTC healthcare and at the leading edge of the OTC market and I am determined that is how consumers and pharmacists should see us", says Sterling Health's chief executive, Colston Herbert. "The launch of Cymalon was an important pioneering step reflecting our OTC medication expertise and determination to bring relevant new products to the market place. The enormous success of Solpadeine is also evidence of the company's commitment and capability to build a major brand within the pharmacy sector. We now have the right people in place to build on our strengths, to continue to explore new markets and to take us all the way to our long term objective.

"For many decades, Sterling Health and its key brands, Milk of Magnesia, Andrews

On the new product front, Sterling Health promise a great deal of activity over the next 18 months. In particular to increase support behind their analgesic franchise where they are the number one supplier to the pharmacy sector. The company promises continuous support for the Panadol range and furthermore, activity will also take place within the gastro-intestinal range, to meet the consumer trend towards specific remedies.

Pioneering will also affect presentations as well as formulation. Improved flavours, convenient pack sizes and safety assurance through tamper evidence and childproof containers have always been and will continue to be high on the list of priority action.

"Sterling Health will continue to maintain the highest quality standards and be seen to be

## Sterling Health

and Panadol have earned a reputation for safety and reliability," says Mr Herbert. Such trade and consumer perceptions have brought considerable success: today Panadol is the 'No1' paracetamol analgesic brand in the OTC healthcare market and is receiving consistent support of £4m in television advertising over the next year. This spend will support not only the main brand but also new products to be launched this Autumn."

Says Mr Herbert: "Our ethical pharmaceutical heritage through Sterling-Winthrop has always given us the necessary strength and expertise to develop with confidence new products such as Panadol and Solpadeine in the 50s and 60s and Cymalon in 1983. It is an ethical expertise of which we can be proud but which in the past we have failed fully to communicate to the consumer.

### 'Pillar of trust'

"Consumer research shows that the most important ingredients for an OTC healthcare company are to be trusted, to project a caring image and to demonstrate their expertise in the market place.

"These are the pillars of Sterling Health," says head of marketing, Ms Redwood.

doing so," says Sue Redwood.

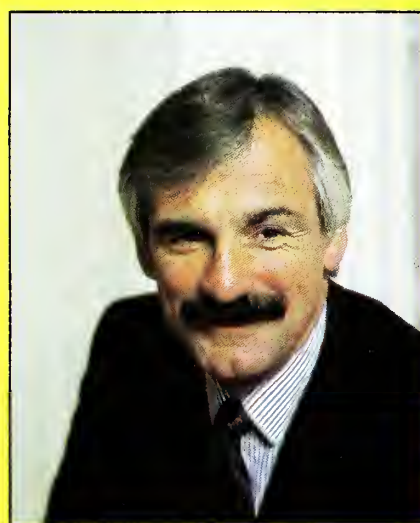
### Wet Ones fastest

Baby Wipes is now the fastest growing health and beauty market, worth £20m at RSP. Here, too, Sterling Health can claim to have pioneered the market with Baby Wet Ones in 1978, when it brought the product over from the USA. It has since established Baby Wet Ones as brand leader in pharmacy.

Communicating this "new-look" Sterling Health to the consumer involves over £6m in television advertising for major brands in 1988, and the enormous task of introducing new packaging across all brands to endorse further the Sterling Health name. A wide range of PR projects are also planned.

The re-organised Sterling Health now stands poised to make a major impact on the OTC market as it continues to aspire towards product excellence and the creation of a new sustainable competitive edge.

"In five years time the name Sterling Health will be as familiar to the consumer as the name Panadol is today", says Sue Redwood. "We are setting out to become market leaders as champions of the OTC healthcare market."



Colston Herbert, chief executive



Cymalon — one of the most successful OTC launches of recent years



# 'Vive our difference'

Sales director Tony Philp is responsible for the sales function, selling one of the largest portfolios of brand leading OTC healthcare products, supported by major TV advertising, modern point-of-sale material and original promotional campaigns.

"Since the amalgamation last year we now have at our disposal the sales and trade marketing skills of Sterling Health, the pharmacy relationships and goodwill developed by WinPharm and the new and growing business of Sterwin Medicines. The senior sales team is headed by Andrew Sturton, trade marketing controller; Mervyn Hicks, operation controller and Don Sibley, sales force controller. Sterling Health, as one company, is now better equipped than ever to build up a professional partnership with our colleagues in pharmacy to the mutual benefit of our customers," Mr Philip says.

Don Sibley leads a sales team of around

50 people. It is one of the largest OTC sales forces making 7,500 calls every eight weeks. Don's role is to ensure that the sales team effectively sell-in Sterling Health and Sterwin products in a consultative and sympathetic manner, supported by a real understanding of the special needs and concerns of the independent pharmacist. This year Sterling Health will be running regular seminars for the salesforce on product knowledge, covering how the body works; pain and the effect of analgesics; cystitis and its relief; and the special role of the pharmacist and the pharmacist's assistant in the community.

## 'Expert, personal advice'

Says Mr Sibley: "The major difference between the pharmacy and any other market outlet for OTC medication is expertise and personal service: The pharmacist comes out from his dispensary, offers expert advice and makes personal contact with the customer."

"Our aim is to help the pharmacist and his business, not just to sell products: we rely heavily on his success and future growth for our own success and growth", Sibley says.

The future looks promising. A recent Mintel report shows that OTC sales have increased by 50 per cent since 1982 and nearly £600m was spent on non-prescribed medicines in 1987.

## Sterling care

To support this trend, Sterling Health recently launched a major new programme, "Co-ordinated approach to relationships and education" (CARE), specifically to support the pharmacist in both his community and business role.

"This programme underlines the

importance felt by Sterling Health for the pharmacy profession and their role in helping us attain our objective", says Tony Philp. "The CARE programme offers the independent pharmacist and Sterling health opportunities to work together more closely and professionally, while increasing our individual businesses".

CARE provides information leaflets on minor ailments and remedies as well as seminars for pharmacy assistants. A recent seminar on "Pain, its causes and effects" in Newcastle was well attended and bookings for subsequent venues in Southend, Cardiff, Glasgow, Nottingham and Manchester are looking good.

The programme reflects the changing role of the pharmacist and the greater need for special assistant training.

"It's harder nowadays to get a doctor's appointment and people aren't so quick to run-off to the doctor," explains Tony Philp. "The increased prescription charges have seen a general trend for people to visit their pharmacist or his assistant for advice," Mr Philp says. "Indeed, the Mintel report shows that nearly three-quarters of women interviewed thought pharmacists were as effective as doctors in giving advice on minor illnesses."

"The 'Ask your Pharmacist' campaign has gone a long way to promote the expertise of the pharmacist and has helped to give them an increasingly professional image in the eyes of the customer. People are also taking greater responsibility for their own health and are a lot more knowledgeable these days about how their bodies work. Pharmacy assistant training is a very important and valuable exercise."

The public's growing acceptance of personal health responsibility and the increasing role of the pharmacy profession in the community has resulted in a vibrant and dynamic pharmacy market — a market supported on all fronts by Sterling Health and their sales team.

# Sterling initiatives in health

These days people are taking greater responsibility for their own health and are increasingly aware of how their body works and what is required to keep in top form. In so many cases minor ailments are easily treated with OTC medication and, to many people, the pharmacist has become valued and familiar.

This new consumer trend is reflected in Sterling Health's current consumer education programme which sets out to meet these prime objectives:

- ☐ To initiate and implement PR activities which encourage consumer awareness and understanding of minor ailments and appropriate OTC medication.
- ☐ To encourage the philosophy of personal primary healthcare responsibility.
- ☐ To encourage the role of the pharmacist in the community.
- ☐ To offer an information service to the media on OTC medication, minor ailments and general healthcare issues.
- ☐ To provide a media spokesperson on specific topics and areas of general healthcare.
- ☐ To communicate Sterling Health's responsible and caring attitude to self-care and to provide information on Sterling Health products where appropriate.

A major activity in 1988 is the planned

launch of a free consumer leaflet called "Doctor! Doctor! — A user's guide to help your doctor to help you". This colourful leaflet is written in a friendly and lively style and uses amusing cartoons to help get many of the points across in a humorous manner. Designed to be pinned on a noticeboard for quick and easy reference, the leaflet offers sensible advice on seeking advice from your pharmacist, when to contact the doctor; talking through the problem and making sure you understand your medication. It also includes a blank page for filling in your own personal medical records.

After months of careful GP research and testing, the "Doctor! Doctor!" leaflet will soon be offered to the public via doctors' surgeries, pharmacies and the media. It is the first of a new series of leaflets which will cover selfcare areas of consumer interest and need.

Sterling Health's consumer education programme encourages the general public to take personal initiative for their own and their family's selfcare and to benefit from the skill and expertise of the pharmacist. It aims to promote informed communication between the consumer and the pharmacist so that each party may enjoy a more effective and satisfactory relationship.



Don Sibley — sales force controller with the product range carried by the Sterling Health sales force



Panadol — the no 1 OTC paracetamol brand



## Piz Buin's ski paint

Ciba Consumer Pharmaceuticals are launching a new Piz Buin ski combi-pack called Sun Colours, for Winter 1989.

Sun Colours (£9.50) is blister card packed and combines five 1.2g zinc oxide sticks in white, yellow, green and blue and pink with a 20ml SPF6 facial cream. Trade price for the pack is £5.97.

Brand manager Aisling Cloonan says that colours which skiers can paint on their faces have been popular over the last season but that Sun colours are different in that they offer a precise choice of colours.

The SPF6 cream contains UVA and UVB filters to "give excellent protection at high altitudes". Piz Buin say that it will not freeze on the skin like ordinary Summer sun tan lotions and that it can be applied from the stick to avoid messy fingers.

The Piz Buin ski range has a new image for 1989, with packaging featuring a "symbolic mountain peak".

Promotions include Press offers in supplements such as *Cosmo Man* and *Options Man* and the launch of a Snowtan Advisory Service. *Ciba Consumer Pharmaceuticals*. Tel: 0403 50101.

## Shave offer

Philips are running a money-back promotion, beginning August 29 and running through September. Customers buying a Philishave Triplehead rechargeable will be able to claim back £5, those purchasing a Triplehead mains or a Philishave Tracer, £3. The refund will be sent to them by Philips within 28 days of receipt of proof of purchase.

This cash back redemption will be supported by point-of-sale material, counter cards and leaflets. *Philips Personal Care Division*. Tel: 01-689 2166.

## ON TV NEXT WEEK

|                     |                            |                  |
|---------------------|----------------------------|------------------|
| G TV Grampian       | U Ulster                   | STV Scotland     |
| B Border            | G Granada                  | (central)        |
| C Central           | A Anglia                   | Y Yorkshire      |
| CTV Channel Islands | TSW South West             | HTV Wales & West |
| LWT London Weekend  | TTV Thames Television      | TVS South        |
| C4 Channel 4        | TV-am Breakfast Television | TT Tyne Tees     |

|                             |  |
|-----------------------------|--|
| Anadin:                     | All areas  |
| Andrex family tissues:      | All areas  |
| Colgate toothpaste:         | All areas  |
| Dettol:                     | All areas except CTV, TV-am, C4                  |
| Dentu-Creme:                | All areas  |
| Disprol:                    | All areas  |
| Duracell batteries:         | HTV, TSW   |
| First response:             | A  |
| Just for Men:               | TT, C4   |
| Lanacane Cream:             | STV, A, C4                                       |
| Lana-Sting cream and spray: | TT, C4   |
| Loving Care:                | GTV, U, STV, B, G, C, TT, TV-am                  |
| Lucozade light:             | All areas  |
| Natrel Plus:                | All areas  |
| Odoreaters trainer tamers:  | GTV, U, STV, BTV, G, Y, A, HTV, TSW, TVS, TT, C4 |
| Oxy:                        | All areas  |
| PR Freeze Spray:            | G  |
| Radium B:                   | G, Y, TT   |
| Reach toothbrushes:         | C, A, TVS, LWT, TV-am                            |
| Senokot:                    | All areas  |
| Sensodyne toothpaste:       | All areas  |
| Simple skin care range:     | All areas except LWT & TV-am                     |
| Stickers false nails:       | All areas  |
| Super Poli Grip:            | All areas  |
| Sweetex:                    | All areas except GTV, U, LWT & TV-am             |
| TCP (Liquid):               | All areas except HTV, CTV, LWT                   |
| Vapona:                     | TV-am  |



## Designer feeding bottles from Cannon

Cannon are introducing a designer look to their 8oz polycarbonate feeding bottles with a variety of nursery motifs, some in bright colours, others in pastel shades.

The bottles come in three-packs (£4.49) or singles (£1.55), each with co-ordinating dormal caps and naturally shaped Nu-flo

silicone teats. And Cannon say all inks used in the bottle designs — sheep, chicks and teddies featured in "lively scenes" — stand repeated sterilisation by hot or cold methods and comply with international safety standards. *Cannon Babysafe Ltd*. Tel: 0787 280191.

## A Tin Man for your window

Seven Seas are launching a window display promotion to coincide with their £1.2m national TV campaign for Pure Cod Liver Oil, which breaks in October.

The advertisement features the Seven seas "Tin Man" using cod liver oil as a natural remedy for joint pain and stiffness. Window display material includes enlarged tubs, cartons and a life size image of the "Tin Man". *Seven Seas Healthcare Ltd*. Tel: 0482 75234.

The new commercial will be on air continuously from now until December, featuring two 30-second treatments. Both show a "dog's eye view" of the world, with the tag line "I've heard they've got this Colgate to protect the family. It's my job to protect the family." *Colgate-Palmolive Ltd*. Tel: 01-580 2030.

## ...but prices up 11pc in October

Colgate have announced a new initiative on toothpaste pricing, with average 11 per cent increases in the price of Colgate dental cream from October. This will affect all variants except Colgate Junior, the company says.

The 25ml size will then cost £0.42; the 50ml £0.55; the 75ml £0.72; the 100ml pump dispenser £1.15; and the 125ml, £0.99.

The company say it is taking the initiative as leaders in the field with a 30 per cent market share. *Colgate Palmolive Ltd*. Tel: 01-580 2030.

## Colgate dog in £3.2 TV campaign...

Colgate's great regular flavour toothpaste is being advertised on television for the first time in two and a half years with a six-month £3.2m national campaign featuring a "lovable mutt" called Barney.



## 'Duck' shaped gum coolers

Lewis Woolf Griptight have added a duck-shaped cooling teether to their range of Nursery brand baby equipment.

The teether (around £1.25), is: manufactured in England to British Standard 5665; made from non-toxic colourless material; is water-filled, and can be cooled in the fridge. Lewis Woolf Griptight Ltd. Tel: 021-414 1122.

## Carmen get it!

Pifco Salton are to repackage all their small electricals under the Carmen banner in plain white boxes, picturing a model holding each appliance, and the name Carmen across each face of the box. The first products to be repackaged will be the Fashion Plates, Professional hair dryer and Carmen 2000 Cool Set. Pifco say the repackaging should be completed by September. Pifco Salton Ltd. Tel: 061 681 8321



## Nice n' Easy's new trio

Clairol are launching three new shades into their Nice 'n Easy hair colourant range for Autumn to coincide with new packaging and a fresh promotional campaign.

The new "Natural" shades are pastel blonde, medium golden blonde and hazel brown. Clairol say blondes are still the biggest sellers in the range and that the hazel shade has been introduced to add further depth to the lighter brown shades.

New packs, with blue marbled backgrounds, show the colour portraits clearly, say Clairol and feature clearer branding and flashed shade names.

Promotional activity will include a new display package of showcards and shade charts with a money off sampling campaign. Self sticking leaflet holders will be distributed with a 50p off next purchase offer. Bristol-Myers Co Ltd. Tel: 0895 639911

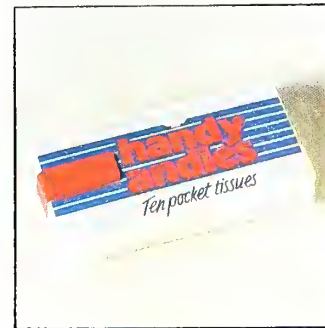
## Handier Andies

Scott have repackaged Handy Andies and made the tissues stronger but with "no loss of softness".

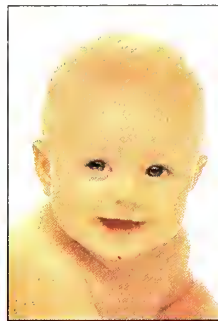
The main feature of the new pack is a resealable opening designed to keep the tissues fresh and clean, the company says. Packs are singles or six multi-packs with the price structure unchanged.

For the launch, 96 individual pocket packs are charged at the 72-pack price. The multi-packs come in twin self-merchandising trays of 18s.

Brand support will coincide with the colds season. Scott Ltd. Tel: 0342 27191.



## SIX LITTLE ONES THAT NOBODY WILL BE ABLE TO RESIST.



'Savlon' is the name that customers instinctively reach for when they need a product they know and trust.

And now, we're about to increase our market share by relaunching 'Savlon' Baby Cream with a new, dual-action formulation and an eye-catching new pack.

New 'Savlon' Nappy Rash Cream will make babies safer than ever, because it contains two ingredients that can treat and prevent nappy rash.

Cetrimide, a mild but powerful antiseptic which gently soothes away the soreness, and Dimethicone, which forms a protective barrier that can actually prevent the rash from occurring.

And to make sure that 'Savlon' Nappy Rash Cream gets into the right hands, we're sending out a starter pack of six small tubes to over 15,000 health visitors.

Multiply that by the number of

mothers they'll be recommending it to, and you'll see why it's about to become a best seller.

So if you want to keep your sales 'Savlon' Safe, stock up now.



# Savlon

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# No trouble brewing

**Could popping down the local take on a new meaning? Local chemists are among the specialist outlets home brewing manufacturers look to to expand their market — potentially worth £60m — by competing with multiples on choice and advice.**

Boots continue to lead on outlet sales of home brewing wine and beer kits — in fact 48 per cent of multiples' 75 per cent slice — but they have been taken over as brand leaders by CWE who have announced a takeover of Unican (see *C&D, Business News*, last week) which gives them a 40 per cent share of the market compared to Boots 30 per cent. The brands will continue to trade under their own name, but will all be manufactured at CWE in Norwich.

While Boots' shelves tend to be dominated by their own brand, this new enlarged group will offer distribution of a much bigger choice to the independent retailer, with more backing for the brand, say CWE.

And mainline retailers also note that Boots' chief customer base is female, and they are, less frequently, providing shoppers with a "specialist on hand" in this sector. But it is recognised that Boots, who have been associated with home brews since the beginning of the industry, have reinforced consumers' belief that chemists are the place to buy homebrews. In addition, there is the fact that making beer and wine involves basic chemistry.

According to the Beer and Winemaking Bureau there is little need or scope for the independent chemist to compete head on with multiples. But they can offer the basic knowledge (which can be gleaned from any in-pack leaflet), useful tips (one of the biggest home brewing problems is customers not seeing the importance of sterilisation, for example) and they do have access to a much wider customer base.

At the moment about 3 per cent of the population practice home brewing, with 60 per cent of all sales made in the North and in the Midlands.

Homebrewing manufacturers aim at a core target audience of 25-44 year old males, but they predict many new arrivals to the hobby with the trend towards early retirement and increased leisure time. These new customers will want to know the basics, they say.

Winemaking came to Britain with the Romans; brewing beer goes back even further. But far from a basic mead, the products on the market today offer the customer the chance to make dry, medium, and dessert wines; rosés, fruity or dry reds; lagers, ale, stout or barley wine and cider.

The Winemaking Bureau estimates five or six bottles of wine can be made at home for the price of one bottle of commercial wine, while eight or ten pints of beer can be brewed for the



"It does wonders for customer relations"

equivalent price of a pub pint.

While most average four weeks in the making, some now promise the homebrewer a drink after seven days! Kit prices range from about £2 to £5, on products offering margins from about 24 per cent to 33 per cent.

This year, the homebrewing industry is being backed by the biggest advertising spend ever — over £1m on television, newspaper and magazine campaigns.

Boots, Brewmaker, CWE, Unican, Edme/Tom Caxton and Geordie are backing a generic television advertising campaign in September and October, ready for the peak Autumn season. CWE and Unican are also advertising in daily newspapers and DIY magazines, Geordie in Sunday supplements, and Brewmaker on regional television and in newspapers.

In addition, all homebrewing kits are

supported with in-pack instructions and POS material, with many manufacturers now promoting their own help and advice line. Brewmaker offer a guide to in-store home brew sections; standard or tailor made. Retailers taking stock can subscribe to a magazine called *Home Brew Supplier* giving retail advice, with its sister magazine, *Home Brewing Today* going to the customers (contact *Argus Health Publications, 30 Station Approach, West Byfleet, Surrey KT14 6NF*).

The basic equipment needed for brewing — available to retailers from most manufacturers and mainline wholesalers — includes the fermenting vessel — a food-grade plastic bin for beer and a demi-john for wine, a steriliser, yeast, plastic syphon tubing, air locks, bottles, plastic stoppers and corks, labels, plastic funnels, heaters, and testing equipment like a hydrometer.



In 1987 wine kits at rsp were worth £26m with nine million units sold. Brand share was as follows:

|        |     |
|--------|-----|
| Boots  | 30% |
| Unican | 21% |
| CWE    | 19% |

(\*source AGB research)

In 1987 beer kits represented £25m at rsp, with nine million units sold. In the first quarter of this year brand shares stood at:

|            |       |
|------------|-------|
| Boots      | 27%   |
| Geordie    | 18%   |
| Unican     | 15.6% |
| John Bull  | 8.5%  |
| Tom Caxton | 6.6%  |
| Own label  | 4%    |

Outlet share

|                             |     |
|-----------------------------|-----|
| Boots                       | 48% |
| Chemists & Drug stores      | 10% |
| Multiple grocers            | 12% |
| Specialist home brew stores | 10% |
| DIY outlets                 | 3%  |
| Others                      | 17% |



# Do-it yourself kits: our expert's verdict

C&D invited taster Tracy Claridge in to sample some wines, made up and supplied by some of the leading manufacturers of home brewing kits.

Tracy Claridge is managing director of Claridge Fine Wine in Staplehurst, runs weekly tastings, and is currently studying for his Master of Wine exams.

In the white wine selection, Tracy judged CWE's and Unican's white wines the best of the bunch, rating them above a bottle of

Sainsbury's cheaper white wine. All of the samples had a good colour, but he noted a constant over use of sulphur as a preservative which prevents the full fruit flavour coming through even after leaving the wines open to oxidation for a while.

On reds, Paine's and George Merryweather's were the outstanding samples. But Tracy noted they all generally suffered from too high an acidity level and a lack of fruit flavour.



Wine ready for tasting (above). Tracy Claridge samples

## Tasting the market

|  |   |   |   |
|--|---|---|---|
| <b>Boots</b><br>Medium sweet wine<br>Kit making 6 bottles/Price £1.99<br>Bitter finish with artificial chemical flavour  | <b>Continental Wine Experts</b><br>Connoisseur Collection — white<br>Makes six bottles/Price £4.39<br>Excellent wine. Very fruity nose, peach-like essence. Tastes rather like orange muscat. Starts sweet but finishes dry. Fruity taste comes through on the palate | <b>Unican</b><br>House reserve, medium dry white<br>Kit making 6 bottles/Price £2.19<br>Good wine, to be recommended. Nice fresh taste with slight fruit coming through on the palate | <b>Paine's</b><br>Grande Maison rosé<br>Kit making 30 bottles/Price £8.99<br>Dry finish, quite fizzy due to CO <sub>2</sub> , with an apple juice flavour about it. Wrong yeasts?                           |
| <b>Boots Superior red</b><br>Kit making 6 bottles/Price £4.15<br>Bad tawny colour showing oxidation with an acidic finish  | <b>Brewmaker</b><br>Basic white, medium dry<br>Kit making 6 bottles/Price £1.99<br>No fruit taste at all, quite sulphurous  | <b>Unican House reserve Rosé</b><br>Kit making 6 bottles/Price £2.19<br>Slight sulphurous smell, but quite a good rosé to taste; perhaps in need of a little acidity to freshen it up | <b>Paine's</b><br>Grande Maison red<br>Kit making 30 bottles/Price from £8.49<br>Good deep purple colour. Smooth mellow flavour and fruit. The pick of the reds   |
| <b>Boots Elderflower</b><br>Kit making 6 bottles/Price £3.59<br>Good bouquet, medium sweet, fruity clean flavour perhaps lacking a little acidity. A little citrate would correct this | <b>Winemaker</b><br>Concentrated fruit and grape red<br>Kit making 6 bottles/Price £1.99<br>A poor wine with little fruit taste, highly sulphured   | <b>Unican House reserve full bodied dry red</b><br>Kit making 6 bottles/Price £2.19<br>Pale in colour, rather bland flavour, lacking in fruit   |   |
|  |   | <b>Paine's</b><br>Grande Maison white wine<br>Kit making 30 bottles/Price from £8.99<br>Clear bright colour, but slightly bitter taste, lacking fruit flavour                         | <b>George Merryweather</b><br>Red, blackberry wine 1987<br>Better than the kit reds, though wine was not clear in appearance and contained some sediment. Good fruit fragrance, flavour good and dry finish |



## And a personal touch...

Pharmacist George Merryweather, while claiming amateur status in wine making, makes wine which ranked quite high in the C&D test of the top home brew labels, yet he has rarely used a kit in all 30 years of "dabbling" in the home brew business.

Retired ten years ago as pharmacist and director of Hall & King pharmacy in Folkestone, Mr Merryweather says brewing, like pharmacy, is a mixture of science and craft. Like pharmacy today's brewing puts more emphasis on the science, says Mr Merryweather, who is sceptical of the kits that make wine in a matter of weeks, when his country collection is then just starting to ferment.

While he considers his old art of pill folding and silvering as rather useless today, he sticks to his tradition of scouring the country for berries and flowers, infusing them and then brewing up with basic materials in his garage. He reckons about a pint and a half jug full of good flowers, or two pounds of berries to a gallon of water, two pounds of sugar and some



lemon juice for the acid. When he finds a good yeast he preserves it in the fridge from one lot of wine to the next. And he recommends trial and error when it comes to picking the flowers (some of the florets should be ready to fall at the touch) and still has the ambition of next year making the perfect wine.

As wine matures with age, he suggests putting it out of the way for anything from three months to six years. The biggest problem for Mr Merryweather's process is that his family, who prefer his brews to a good Liebfraumilch, sneak into the loft and raid the supply...

**Munton & Fison** manufacture a range of beer kits (£3.19-£4.49), which are only available to independent chemists or specialist shops. Canned malt extract (£3.38) and homebrew yeast sachets (£0.25) are also available. There is a minimum order of one tonne, though a mixture of goods can be ordered to achieve the minimum.

The kits, using, they say, only 100 per cent hopped malt extract, are packed in cases of six, and include: bitter; lager; Midland mild; Scottish Export; Irish stout; Barley wine; Blonde lager; traditional bitter; export Pilsner; and the now expanded "connoisseur" IPA bitter selection. A range of POS material, including their own "nine steps to brewing success" leaflet, is available. **Munton & Fison plc.** Tel: 0449 612 401

**Interpet** are manufacturers of heating equipment: the Fermentamatic 50 for wine makers fits a one gallon demi-john; the Fermentamatic 100 for beer makers is designed to maintain five to ten gallons of beer at fermenting temperature. Both retail at £9.94 each, and are only available through wholesalers.

**Itona** have five different Kwofit Export beer kits (£2.19-£4.82), only available to specialist retailers, including chemists. These include the Traditional range targetted at competing brewers, and a 16 pint kit, designed for first time brewers.

The range is backed by POS material and their Home Brew Help Line for retailers and customers at **Itona Products Ltd.** Tel: 0942 34761.

**Paine's** offer a range of wine, beer and cocktail kits.

Grande Maison kits for red, white and rosé are available in 30 bottle sizes (from £8.49), with six bottle sizes in red, dry and medium white (£2.79).

Beer kits, all priced £3.09 include Pils, bitter, lager, mild, stout and a diabetic beer and lager. And a range of cocktail kits, to make up six bottles, are available from £3.99.



The company also offers a beginners kit, with all the accessories required in wine making. **Paine's plc.** Tel: 0480 214000.

**Brewmaker** offer Winemaker wine kits and home brew beer and wine kits under their own name. The basic Brewmaster wines, in four varieties — light dry white, sweet or medium dry white and medium red, retail at £1.99, for a six-bottle size.

The beer kit range (£2.79-£3.99) extends from basics (all 40 pints); to bests, lager, ale, stouts and bitters; Premium (30 and 40 pints) including Scottish Heavy and Strong Export Bitter and cider (16 and 40 pints). The group also offers a full range of home-brew accessories and acts as wholesaler stocking all the major brands, including home brewing publications. The winemaker selection includes Select (£2.69) and Nouveau (£3.49) one gallon kits and the Carafe 21 range (£2.99-£8.49). **Brewmaker.** Tel: 0703 782812.

**Continental Wine Experts (CWE)** have one of the most comprehensive ranges of wine and beer kits (£1.99-£7.25) and wine making equipment (£0.18-£4.95).

The wine kit range extends from a Beginner's Choice — a kit containing everything a customer will need to make six bottles of medium red or white wine (£5.99), the Popular (in six or 30 bottle sizes), the Classic which offers five grape or five country wines in six or 30 bottle sizes, Cellar 21 in red, white or rosé in kits to make six bottles, and

the Connoisseur Collection (just in six bottle range) including three red variants, four whites and a rosé.

Other ranges include Port, sherry and Vermouth types, and a country choice. Ancillary products include essences and flavours, yeast compound, wine tannin solution, Campden tablets, wine fining gel, yeast nutrient, sterilising solution pack, wine filter kit, fermentation and bottling equipment, say **CWE** on Tel: 0603 871444.

**Unican** rank close to Boots in the home brewing tables, with their range of wine and beer kits and brewing accessories. These are supported with step by step consumer guideline leaflets.

Their range (£2.19-£9.31 for 5 gallon house reserve) includes house reserve, country reserve, Unican-3 week, special blend, special reserve, tropical reserve and standard wines.

Other products include a yeast compound (available in individual sachets), wine sweetener (non-fermentable), wine stabiliser designed to prevent bottle fermentation, and a digital home wine thermometer.

Blended Beer Concentrates from the company include the brewing yeast. Pack sizes vary, from 16 pint sizes for the barley wine, 24 pint sizes for lager, bitter and stout, 30 pint sizes for extra strong bitter and lager, and a 40 pint size for lager, bitter, light ale and northern mild. **Unican.** Tel: 0272 712281.

**Edme and Tom Caxton** are two ranges from the Essex based manufacturer, both offering a range of barley wine, stout, bitter, lager and cider kits (£2.69-£4.49) with sizes from 12 pints (for Edme cider) to 40 pints.

Both ranges are backed by tasting opportunities, POS leaflets, and consumer note booklets including tips and recipes.

Tom Caxton, who claims a 13 per cent sterling share against Edme's 0.7 per cent share, have recently launched the Supersystem (£3.79), which they claim offers a product ready to drink in a week.

Coupled to the yeast development it includes a new fining system, says the company, which claims that instead of necessitating a week to clear after making up, the finings can be mixed with water just before the brew is transferred to the barrel. In two days the barrel will be clear and ready to drink, says the company, meaning the process has taken only seven to ten days. Selling at £3.79 the Supersystem comes in 30 and 40 pint sizes, which include bitter, lager, export bitter, Pilsner lager and Scottish ale.

Edme's home brew kits are accompanied by a range comprising a five gallon pressure barrel (£15.85), automatic injector (£9.50), a tap (£12.40), adaptor for the tap (£5), sparklets (£2.49) and fermenting bins (£4.25). **Edme and Tom Caxton.** Tel: 0206 393725.





The 34th congress of the International Pharmacy Students Federation was held in Nottingham last week, and on Sunday, 100 delegates from 30 countries met with pharmacists and students from Great Britain to discuss "the pharmacist's role as a health educator".

# Pharmacists urged to individualise health campaigns

"The efforts of the NPA have raised our profile in the eyes of the public, however the outcome of a campaign is more important to an individual pharmacist than the campaign itself," said Mr Jeffrey Isaacs, a community pharmacist from London.

The campaigns should have created a climate for people to become more actively involved, and for the public to be more

receptive to the advice that pharmacists give, he added. However, Mr Isaacs mentioned a survey that showed that although a high proportion of pharmacists had co-operated with the display of leaflets, there was little change in the number of inquiries received. "I find that an indictment," he said.

## "Are there barriers preventing us exploiting the NPA campaign?"

"When questioned about the pharmacist's role and professional responsibility, two-thirds of respondents felt that participation had not given them closer involvement with the public, and almost all of them felt it had not given them closer involvement with other health professionals."

Although the latter was not the prime reason for the campaigns, Mr Isaacs felt they should be used to actively become more involved in health education. "If we are not exploiting the campaigns to their full extent then are there barriers which are preventing us to do so?" he asked. The dissemination of information is one aspect, but closer involvement, on a one-to-one basis should be our *forte*. He called on pharmacists to tailor the

information to the needs of the individual. According to Mr Isaacs, there are four basic techniques that could be applied in community pharmacy:

1. Medical intervention — where a remedy is suggested or the patient is referred to a doctor.
2. Behavioural changes in lifestyle, such as diet or smoking, are suggested.
3. Educational approaches — to allow the patient to make a judgment about whether or not they should change their attitude.
4. Social changes — which have occurred particularly in respect to smoking, an altered social climate which encourages people to alter their lifestyles.

"There is scope for individual initiative, such as campaigns on diet and smoking," stressed Mr Isaacs. "You can use your own enterprise so that the campaigns do something positive. The onus is upon us to individualise them to our patients."

Unfortunately, for some pharmacists there can be a conflict of interests between health education and commercial interests he added, citing the sale of laxatives when dietary advice may be more appropriate and the sale of confectionary while telling patients not to take sugar.

However health education is not all gloom and doom. "It is not an end within itself, but a means to an end," he said.



Jeremy Isaacs

# Hospital pharmacists better placed

Hospital-based community services pharmacists are better placed than community pharmacists to advise on health education, according to Mr John Harris, district health education officer for Camberwell Health Authority.

Community pharmacists are limited by legislation in that they have to supervise the sale and dispensing of medicines and are tied to their pharmacies, said Mr Harris. And he encouraged community services pharmacists to do more outreach work.

"Why is it that a lot of projects dealing with health education have happened in the community and not in hospital?" he asked. Health education has been an exception to the rapid development that has taken place in hospital pharmacy practice over the years, but instead of responding to and treating diseases, hospital pharmacists should be intervening "to keep people healthy," he added.

"Many of the risk factors associated with disease occur in people's lifestyles. Much of the disease is socially generated and as far as hospital pharmacists are concerned there is a strong argument for us to go into the community where these diseases are starting and take part in early prevention or intervention."

Mr Harris called for more liaison between hospital and community pharmacists. "If the community services pharmacist can develop a way of working so that they cooperate with the community pharmacist then we'll have the best of all possible arrangements. And we'll be able to extend and develop pharmacy practice and health education along the lines advocated in the Government White Paper," he said.

However Mr Mike Burden, district pharmaceutical officer, Leicester Health Authority cautioned community services pharmacists on going outside the role of liaising with and facilitating the work of community pharmacists, saying that there



Raymond Dickinson

Continued on p250

# Converting policy into action

"In Great Britain we have been talking about health education and the pharmacist for at least 21 years," said Mr Raymond Dickinson, deputy secretary of the Royal Pharmaceutical Society and chairman of the symposium.

"It is only within recent years that we have been able to convert policy into significant and substantial action." It is only over the last decade that health education and healthy living have achieved national prominence.

And Mr Dickinson spoke about

the very important recognition of the pharmacist's role in health education that has stemmed from the Nuffield inquiry and the White Paper on Health, which acknowledged formally the positive role they can play in health education. Mr Dickinson, who is also secretary of the Commonwealth Pharmacists Association, called for an exploration of how the pharmacist's role can be implemented throughout the world.



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Continued from p247

was a real danger that health authority paid pharmacists would come between community pharmacists and patients.

He said that there were many community pharmacists who needed to be encouraged and stimulated, and there was a danger of a group of enthusiasts building a separate role and "mucking things up".

## Pharmacists and the HEA

"We need pharmacists playing their part in health education because England is not a healthy country," said Mr Bruce Rhodes, assistant secretary of the Royal Pharmaceutical Society. Mr Rhodes, a member of the Health Education Authority, gave an overview of health education and the role of professionals within the Authority, which succeeded the Health Education Council.

New members were appointed as individuals and not as representatives of various professions and sectional interests. For instance, there is no longer a dentist or an environmental health officer, or

even a health education officer, he said.

"The previous Health Education Council was very much an axe-grinding body, with people defending a particular cause," said Mr Rhodes. However, there were times when he needed to remind members of the role pharmacists can play: "Pharmacists do get involved in health education, but it is not the profession that outsiders automatically think of. We have, not an uphill battle, but quite a lot of work to do," he added.

Mr Rhodes reviewed some of the recent work of the Authority. The growing epidemic of HIV infection is one of the most important problems in Britain which takes half the Authority's budget. He also outlined some of the achievements of the Authority: the proportion of adult smokers has fallen from 46 to 32 per cent; 85 per cent of children born in 1984 were vaccinated against diphtheria, polio and tetanus; and the uptake of whooping cough vaccine has doubled. Pharmacists have made an important contribution through the "Health care in the high street campaign", for which funding came from bodies outside pharmacy, he said. "If we can convince others to say pharmacy is the profession to use, then we have achieved something."

## Green cross to feature in '89

The National Pharmaceutical Association's 1989 "Ask your pharmacist" campaign will feature the green cross symbol more prominently, director Mr Tim Astill told Congress.

Discussing role of the pharmacist as a provider of information, he said: "Most of the products a pharmacist sells or dispenses arrive in the pharmacy in the form in which they leave it, and so the pharmacist no longer has to be a specialist in the small scale manufacture of drugs."

There has been an increased interest in leading a healthy lifestyle: "People don't normally

think of consulting a doctor in order to find out how to avoid becoming ill, not so with the pharmacist," Mr Astill said. "There is far more contact between the public and pharmacy than between the public and other health professionals," he added.

Mr Astill told delegates about the successful NPA campaign to educate the public on the role of pharmacists in providing healthcare and health education information, and the "Family Healthcare" campaign that recognised pharmacy as a useful channel to disseminate information.

There are encouraging signs that pharmacists are getting this message and are prepared to give advice, he said. Both the NPA and the Royal Pharmaceutical Society are doing everything they can to keep the pharmacist's role in health education at the forefront of government thinking, he added.

"The Government regards an investment in healthcare and preventative medicine as a sound one for the future. There is every expectation that through the Health Education Authority, pharmacy will continue to feature in future programmes," he concluded.



NPA director Tim Astill.

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## Ask why...

In reply to Mr Peel (*C&D* July 30), I quote John Harvey Jones, former chairman of ICI, who said: "If you constantly try to beat the market, it is almost inevitable that someone is going to try and beat you, which may ultimately be very damaging to your company." Unichem, by seeking to use its Friendly Society status to gain a commercial advantage never intended by the relevant Act, is trying to do just that.

Rather than concerning itself with AAH's legitimate defence of their commercial interests, I suggest Mr Peel should be asking why the Society considers it necessary to promote its business by way of a scheme that has already resulted in:

- (a) "strict compliance" undertakings having to be given to the Department of Trade and Industry in respect of the Financial Services Act;
- (b) an investigation being commissioned by the Office of Fair Trading into possible breaches of the Competition Act;
- (c) other legal challenges being mounted for alleged non-compliance with the Society's own rules and with other regulatory statutes.

The reality is that Unichem have sought to weaken their competitors by exploiting a legislative loophole in the Industrial and Provident Societies Act. In the same way that pharmacists fought successfully to block the loophole that allowed "leapfroppers" to gain a commercial advantage, AAH intends to ensure that the loophole being used by Unichem is also blocked.

I wish, once again, to make it clear that AAH has no objection to Unichem's proposed flotation; in fact it welcomes this as it will bring Unichem within the same commercial and regulatory constraints as apply to their principal competitors. The share bonus scheme is not a necessary pre-requisite for a successful flotation and, in my opinion, is being used purely to distort free market competition. When Unichem abandons, or are forced to abandon their attempt to "beat the market", AAH will have no need for counteractions.

**A.W. Revell**  
Director, AAH Holdings

## For the record

I note that the July issue of the *NPA Supplement* bemoans the lost opportunity for a pharmacist to help a GP reduce his excessive prescribing. One practical step towards solving the problem would be to use a suitable patient record labelling system which would print out the GP's total prescription costings over a specified period. It could also pinpoint excesses by listing every prescription, allowing the pharmacist to show the GP how to improve prescribing habits.

From the pharmacy point of view, a monthly report could indicate which GPs are regularly issuing prescriptions for several months' supply of medicine. The data from the patient records system would form the basis for a constructive discussion with the GP and cement closer relationships within the health care team, in accordance with the Nuffield report.

The Richardson system has been developed with this in mind. An explanatory video cassette is available to pharmacists wanting to know more (tel: 0772 323763).

**John Richardson**  
Managing Director, John Richardson Computers Ltd

## Locum swap

As the fortunate husband of a qualified wife I have a built-in locum for half or one day breaks, but come holiday time we find it very difficult to obtain locums without having booked one several months in advance.

There must be many proprietor pharmacists who are married to pharmacists with whom it must be possible to arrange reciprocal locum agreements whereby one member of a household would undertake to do the locums for the other couple in return for a similar favour.

These mutual arrangements could be either on a couple to couple basis or on a group basis like a baby sitting syndicate. If there are any interested couples in Northumberland or co Durham we would be happy to arrange a

meeting to discuss the matter further (tel: 0783 480359).

**Malcolm Gellie**  
Sunderland

## On aerosols

Your piece on the Alberto VO5 hairspray (*Counterpoints* July 9) contains an error which may mislead readers in their understanding of the ozone issue. The headline reads: "CFC-free aerosol". However, the new VO5 is a pump-action spray with no relation to the aerosol mechanism. The article also implies that all aerosols contain CFCs whereas many do not. Many contain alternative propellants and have done so for years.

In response to consumer concerns, the industry itself intends to stop using CFCs completely in 90 per cent of UK aerosols by the end of 1989 at the latest. The other 10 per cent will be medical and industrial aerosols where suitable alternative propellants are still being researched.

**David J Roberts**  
Director, British Aerosol Manufacturers' Association

## Red faces

For shame! Surely your writer of the Q&A on Controlled Drugs prescriptions (Last week p201) has failed to point out in answer one that the prescription does not contain the vital word "tablets" and is thus invalid regardless of its other shortcomings — or was this a deliberate mistake?

**R.E. Berg**  
London

Our thanks to Mr Berg and the number of other pharmacists who wrote and telephoned *C&D*'s offices pointing out our glaring omission. Irrespective of whether the form is implicit in the proprietary name and even if there is only one form of the drug available, the form of the preparation must be stated using normal terminology eg "tabs" or "tablets". *Editor*

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# BUSINESS NEWS

## Co-operative legislation

Treasury ministers have accepted that there is a case for modifying the provisions of the Industrial and Provident Societies Act 1965 relating to the conversion to a plc in order to ensure that the benefits of any conversion accrue to existing members, rather than new ones recruited on the basis of the prospect of conversion.

The present legislation does require a society intending to convert to have regard to the existing members, but only indirectly. In a letter to John Townend, MP, the Economic Secretary to the Treasury, Peter Lilley, says the chief registrar of Friendly Societies has invited Unichem to satisfy him that it is still a *bona fide* cooperative, and that it is being conducted in the best interests of its members.

"He did so particularly because it appeared to him that the particular share allocation scheme to be operated over the next two years might be contrary to the interests of some existing members," Mr Lilley says.

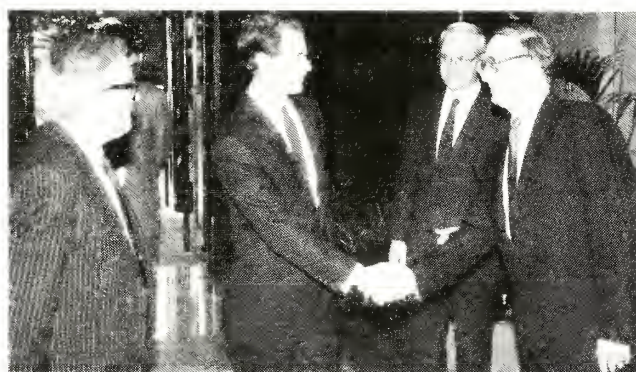
Any change to the 1965 Act would be a matter for primary legislation. But Francis Maude, Parliamentary Under Secretary for Corporate Affairs, says that any possible changes ought to await the outcome of the Office of Fair Trading's, investigation under the Competition Act.

AAH director Bill Revell says he will be pressing for legislation to be brought forward.

## VAT help line

HM Customs & Excise have set up a countrywide network of over 120 public inquiry offices to help traders and the public with questions on all Customs & Excise matters, including VAT.

Most of the offices are open Monday — Friday 10.30am-12.30pm and 1.30pm-4pm and are staffed by experienced officers. The telephone numbers of offices are shown as "enquiry office" under "Customs and Excise" in local telephone books.



*HRH Prince Edward at Agfa UK this week joined top people in the film industry to celebrate the completion of a charity fund-raising film, — "It Could Be Me" — for Queen Elizabeth's Foundation for the Disabled. The 27 minute film illustrates how an accident at work or on the road can easily maim or cripple, and shows how the Foundation helps the disabled. The Prince narrated the film and Dire Straits donated the backing music. Prince Edward is being welcomed by John Chambers (far right), chairman of the film committee, Mr Gustav Ahrens, Agfa UK managing director and Mr Eric Drew (left) director of Agfa Motion Pictures.*

## Kerfoot to expand

Thomas Kerfoot have announced a multimillion pound project, to expand their storage and manufacturing facilities near Manchester. The additional facilities are required to handle increasing sales, which were up by 30 per cent last year.

Kerfoot have appointed Foster Wheeler Energy Ltd to

control the four phase project which will increase the company's antibiotic manufacturing capacity, provide new packaging technology for OPD, and an extensive finished products warehouse. The company are aiming to provide antibiotic facilities built to the highest standards and obtain FDA approval.

## Lloyds close Midlands deal

Lloyds Chemists has completed the takeover of Bannister & Thatcher in a deal worth £3.7m (C&D, July 16, p133).

This latest acquisition of 24 chemist stores in prime locations further strengthens Lloyds Chemists' presence in the Midlands, the heartland of its chain of 355 chemist and drugstore outlets spread over 32 counties in England and Wales.

Lloyds chairman, Allen Lloyd says: "This deal increases the number of chemists stores to 244, consolidating our position as the second largest operator of retail chemists in the UK. There is virtually no overlap between our existing sites and those of

Bannister & Thatcher, and we aim to refit these new stores as Lloyds Chemists as soon as possible."

The acquisition of Bannister & Thatcher has been funded by £3.036m cash and the issue of 532,626 new 5p ordinary shares.

The acquisition of Bannister & Thatcher Ltd and connected companies was approved by Lloyds Chemists' shareholders at a meeting held on July 28.

**The Improver Corporation** (holders of the Epilady patent) have won two injunctions for patent infringement against Remington in Germany and Austria. In the UK an appeal hearing is set for the week commencing August 8.

## Boots under pressure

Reporting on the first quarter, Mr Robert Gunn, chairman of Boots told shareholders at the annual meeting that sales growth was modest, but profitability had been improved by the concentration of sales on higher margin lines, resulting in a one per cent improvement in gross margin already, compared with last year. Retail division sales were up 5.4 per cent.

Refurbishment of Boots The Chemists was continuing and by the end of the year over 700 stores will have been refitted in a three year period. Electronic point of sales systems were being installed at a rate of three each week and would total 100 by the end of this month. This Mr Gunn says, "combined with a computer-based product profitability analysis will provide management with the means of controlling our very complex retailing activities and increase profitability".

Boots Opticians with 263 outlets — the second largest chain — were said to be a success and the number of outlets would be increased as opportunities arose. Growth of Childrens World was also said to be encouraging and a further nine stores would be opened within the next year.

The UK sales by Crookes Healthcare increased by 11 per cent and manufacturing resources of the division were being stretched by the buoyant demand.

Industrial division sales were down 1.6 per cent and a change in transfer pricing of the division's products supplied to Boots The Chemists will reduce sales by about £30m in a full year.

Overseas, the business in Western Canada was being sold, as previously announced. Sales in North America were flat, and exports to the USA lower. International sales were increasing by 16.1 per cent and good performances were being reported.

The chairman also reported that Manoplax, for the treatment of high blood pressure, was now under clinical trial.



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## 'Truce' on Gillette board

Gillette in the United States appear to have resolved a dispute with Coniston Partners, a New York investment group, over seats on their board.

The legal dispute was over a proxy battle involving four seats on Gillette's board of 12, a spokesman from the company's UK subsidiary told *C&D* this week. No final judgment has been given but Coniston have agreed not to seek control of Gillette for three years. In addition Gillette have agreed to buy back one in seven shares held by all their shareholders for \$45 each. Agreements with other companies in which they are barred from buying or bidding for Gillette stock have been waived.

## Taxing changes

A Treasury Order effective from August 1 means that input tax will not be recoverable on any business entertainment, regardless of whether the custom is based in this country or abroad. This restriction removes the exception which was previously permitted in relation to the entertainment of overseas visitors.

☐ H M Customs and Excise have issued a new leaflet 700/35/88 about the treatment of business gifts.

☐ Goods imported for private purposes as from August 1 will now be subject to a reduction of any VAT due by that amount of duty already paid in an EC member state, provided proof of the tax paid can be supported.

## Moves at DAP

Following their acquisition by AAH in May, David Anthony Pharmaceuticals have announced a new company structure.

David Goss, previously divisional director, is appointed managing director and director in charge of sales.

Former chairman, David Solomon, now assumes a consultancy role with the company and will be responsible for looking at new business opportunities and marketing them.

Patricia Danziger has joined DAP as customer liaison executive and will be responsible for liaising with suppliers.

## TT Group up offer for Beatson Clark

TT Group have increased their offer for Beatson Clark following the rejection of their £25.8m takeover bid made two weeks ago.

TT Group, formerly Tyzack Turner, originally offered four new ordinary shares for every three Beatson Clark shares. The announcement pushed Beatson Clark's shares up 62 pence to 330 pence.

But Beatson Clark's board rejected it saying it was "unwelcome" and "opportunistic". Chairman David Clark said at the time it was in shareholders' best interests to remain independent.

The latest offer, announced Wednesday morning, was eight shares for five or a cash alternative of 375 pence a share. Charterhouse Bank said the share offer values Beatson Clark's shares at 414 pence.

Wednesday's *Financial Times* (August 3) recorded the company's share price as 380 pence.

As *C&D* went to Press Beatson Clark's board were considering the increased offer with their financial advisers.

## Retail boom continues

UK retail sales, excluding VAT receipts, are predicted to reach £103.3 billion this year, 9.5 per cent up on last year, according to the latest Retail Research Report from The Corporate Intelligence Group.

Although the rate of growth for the second half of this year is forecast to be slower than for the first six months, sales are expected to show their biggest year on year rise since 1980, with sales volume predicted to go up by 6.4 per cent for the year.

Household goods shops, including furniture, electrical and DIY retailers, are expected to be among the most buoyant with a sales increase this year compared with 1987 of 11 per cent, says the report. Food shops are expected to show the slowest growth at around 8.3 per cent.

Specialist non-food retailers which include chemists other than Boots can expect sales this year to

be 10.4 per cent higher than in 1987. *Retail Research Report. Available by subscription £495 for ten issues a year from The Corporate Intelligence Group, 51 Doughty Street, London WC1N 2LS.*

## Beecham up

Beechams results for the first three months of 1988-89 are in line with the operating plan, according to group chairman Robert Bauman.

He re-emphasised the company's commitment to be a leading health and personal care company at the annual meeting last week.

In pharmaceuticals, Mr Bauman reported increased sales and lower production costs, with consumer products reporting sales growth of more than 14 per cent.

## ADVANCE INFORMATION

**Irish Pharmaceutical Conference.** October 9-13 at The Limerick Inn, Ennis Road, Limerick. Package inclusive accommodation, meals, banquet, registration fee and social events IRE384 (twin) IRE244 (single). Application and details IPC '88 (tel: 0001 68 51 52).

**National Office of Animal Health (NOAH).** A symposium on "Effective registration of animal health products" at the Royal Pharmaceutical Society, Lambeth on November 9 at 10am. Information from Alison Glennon at NOAH (tel: 01-367 3131).

**The Third Conference on Drug Absorption.** The University of Edinburgh, September 27-30. Registration fee £300, accompanying person £30, banquet £25 and accommodation from £16 to £85

single. For details Secretariat, CEP Consultants Ltd (tel: 031-557 2478).

**EPOS '88.** Alexandra Palace on September 13-16. An exhibition of front-end and back office systems, peripheral hardware and add-on software. Information and free brochure and tickets from RMDP Ltd (tel: 0273 722687).

**POS '88 and Sign '88 Exhibition.** London Business Design Centre, London, September 13-15. Raw materials, display systems, graphics and packaging design. Batiste Exhibitions (tel: 01-340 3291).

**Royal College of Physicians.** A conference on drugs affecting platelet activating factor (PAF). September 14-15 at 9am, fee £375 plus VAT including documents, refreshments and lunches. Bookings, Penny Robinson (tel: 01-236 4080).

## Train on a 'loan' from the DoE

The Government has launched a Career Development Loans scheme intended to help people to undertake training to develop their career or begin a new one.

In a link up with Barclays, Clydesdale and Cooperative banks the Government has arranged for people to be able to borrow between £300 and £5,000 for job-related training lasting between one week and a year. The Government then pays the interest on the loan for the duration of the training course and for up to three months after it has finished. Applicants have to put up 20 per cent of course fees.

People can apply for the loans through one of the three banks or get information from their local Job Centre. Interest rates are set by the bank and the loan repaid by the applicant together with the balance of the interest after their course finishes.

☐ The UK is to receive £405m towards employment and training schemes from the Commission of the European Communities' European Social Fund. The money is to be used to support almost 3,000 projects around the country, employment minister John Cope said last week when announcing the news. Over £215m is to be allocated to government schemes such as YTS, Employment Training, Enterprise Allowance Scheme and Community Programme.

## BRIEFS

**Chance Pilkington** say they are aware of a number of cases of misrepresentation in relation to their Reactolite Rapide photochromic lenses, and have developed a non-destructive test to validate their source. Any person wishing to question the origin of lenses offered as Reactolite should contact *Pilkington Plc. Tel: 0744 28882.*

**Fisons Consumer Health** have bought the trade mark Vapex from Thomas Kerfoot & Co Ltd which is registered in 125 countries. The product, Vapex inhalant, continues to be available in the UK and selected countries in the Far East. Inquiries and orders to *Fisons Consumer Health. Tel: 0509 611001.*

**Westbrooke** are offering a range of hypo-allergic and ultra-pure lanolins, said to be virtually free of allergic potential, and to contain the very lowest trace levels of pesticides. *Westbrooke Lanolin Co. Tel: 0274 663331.*



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Contact: Karen Rutt, Chief Technician, Pharmacy, St. Mary's Hospital, Praed Street, London W2 or ring 725 1680 for an informal chat or to come and look around.

For an application form and job description please contact the Unit Personnel Dept.,  
Acrow Building, St. Mary's Hospital, Praed Street, London W2 1NY.

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### SESSIONAL PHARMACIST HM PRISON, HOLLOWAY

A sessional pharmacist is required at HM Prison, Holloway. The total number of sessions to be worked on a weekly basis will be mutually agreed with the local prison management. The pharmacist appointed will be responsible to the Principal Pharmacist and will carry out dispensing and other pharmacy duties with the assistance of trained hospital staff.

Payment will be pro-rata to the full time rate of £9752 per annum plus £1,201 Inner London Weighting allowance based on 39 conditioned hours per week. There is also annual leave and sick leave entitlement.

Details of the duties can be discussed with the Head Pharmacist, Medical Directorate, HM Prison Service Headquarters, telephone 01 211 7487.

Requests for a form of application, which should be completed and returned within 21 days of this announcement appearing, should be addressed to:—

Recruitment Section, Room 426-DR, Home Office, Cleland House, Page Street, LONDON SW1P 4LN.

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Please contact Mrs D Currens (Pharmacy Manager) on 01-935 5555 ext 211 or write to 54 Wigmore Street, London W1H 0AW for more information and application forms.



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# ABOUT PEOPLE

## Olive takes the plunge!

It is not every pharmacy that has a genuine Georgian bath house under the floor boards, but that is what lies under the Imperial Pharmacy — part of the Day Lewis group — in Tunbridge Wells. The pharmacy is in The Pantiles, a noted spa for the nineteenth century's fashionable society.

Now manager Olive McCann is investigating the restoration of the plunge bath under the pharmacy.

The entrance to the area was opened last week by six men from the Tunbridge Wells Borough Council, for Mrs McCann to make a preliminary investigation of the site.

"The area has been shut and the water stemmed many years ago when they opened the shop opposite," she told *C&D*. "What the architect wants to do is cut back the area, replace the old steps and open the whole thing, so that people can go down and have a look."



Mrs McCann says she is now looking for sponsors to fund the restoration.

In the picture, Mrs McCann descends the steps into the cellar, watched by Day Lewis general

manager Peter Glover, councillor Mrs Myrtle Streeten, secretary of The Pantiles Association, and Cara Belcham, a Brownie visiting the site as part of her highway badge.

## PATA elects Daykin

Mr R. A. Daykin has been elected president of the Proprietary Articles Trade Association for 1988.

Mr Daykin has been managing director of Smith & Hill (Chemists) Ltd, a wholesale business he restarted in 1941 after enemy bombing, for 46 years.

He is a founder member of the International Federation of Pharmaceutical Wholesalers, and an executive committee member of the European Wholesaler Association GIRP.

He has been a member of the PATA Council since 1965 and was president previously in 1969.

The National Association of Health Authorities (NAHA) has elected Martyn Long, chairman of Mid-Downs Health Authority, West Sussex, as its new chairman.

**Bambo Ltd:** Barry Lawson has been appointed manager — health care for Bambo, who manufacture personal hygiene products.



Council member and past Pharmaceutical Society president Professor Geoff Booth was invested with his OBE at Buckingham Palace on Tuesday. He is seen here flanked by his wife Mary (left) and his niece, Mrs Anne Balson.

## Florence follows Fish at School of Pharmacy

The Council of The School of Pharmacy, University of London, has appointed Professor Alexander (Sandy) Florence as dean in succession to Professor Frank Fish, who is retiring at the end of the year.

Professor Florence is at present James P Todd professor of Pharmacy at the University of Strathclyde, where he is chairman of the School of Pharmacy and Pharmacology. He was a member of the Nuffield Inquiry into



Pharmacy and is a member of the Committee on Safety of Medicines and vice-chairman of the CSM subcommittee on chemistry, pharmacy and standards. He is also a member of the Greater Glasgow Health Board.

He was awarded the Harrison Memorial Medal of the Pharmaceutical Society of Great Britain in 1986.



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Community nurses, practice nurses and general practitioners are being informed of this development and you can expect an immediate heavy demand for this product.

Each Drug Tariff pack contains five 4" x 4" (10cm x 10cm) dressings and package inserts providing information to the patient and the health professional.

Further information or supplies of the above leaflets can be obtained direct from Squibb Surgicare — our address and telephone number are given below.

A new concept, a new demand, a new opportunity. Granuflex.

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**Granuflex<sup>TM</sup>**

**Hydrocolloid Dressing—  
Impermeable (Drug Tariff)**

For use on leg ulcers and pressure sores



**SQUIBB SURGICARE<sup>TM</sup>** ...pioneers in hydrocolloid technology

Squibb Surgicare Ltd., Squibb House, 141-149 Staines Road, Hounslow TW3 3JA. Tel: 01-572 7422.

Basic NHS Cost £8.29 per box of 5 dressings (41p per day based on the average wearing time of 4 days).

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# BEATSON CLARK GLASS —WHAT'S IN IT FOR YOU?

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